

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for custom query generation, comprising:
receiving a query within a segmentation tool, wherein the query is directed to one or more data sources that are not mapped in the segmentation tool;
receiving a key selection and a table selection for the query, wherein the key and table selections are associated with data elements of a customer hierarchy that is mapped within the segmentation tool to different data sources;
modifying the query using the key and table selections to link results of the query to selective data elements of the customer hierarchy associated with the different data sources; and
generating a custom query based on the query and the modifications, wherein when the custom query is executed within the segmentation tool a customer segment for a marketing campaign is generated by querying the unmapped data sources with the query to get the results and then by querying the mapped and different data sources with the modifications, which use the key and table selections, to acquire the selective data elements from the customer hierarchy in order to produce the customer segment.
2. (Original) The method of claim 1 wherein receiving the query further includes importing a file that includes at least a portion of the query into a segmentation query-build interface.
3. (Original) The method of claim 1 wherein the receiving the query further includes interactively receiving at least some portions of the query from a user interacting with a segmentation query-build interface.
4. (Original) The method of claim 1 wherein the receiving the query further includes receiving at least a portion of the query from a paste operation into a segmentation query-build interface.

5. (Original) The method of claim 1 further comprising associating a unique identifier with the custom query, wherein the unique identifier is used to save and recall the custom query for subsequent use.
6. (Original) The method of claim 1 further comprising receiving a command to execute the custom query from within the segmentation tool.
7. (Original) The method of claim 1 further comprising mapping data elements associated with the custom query to the segmentation tool for subsequent uses.
8. (Currently Amended) A custom query for segmentation system, comprising:
a segmentation tool to generate customer segmentations for marketing campaigns; and
a custom query interface integrated into the segmentation tool;
wherein the custom query interface generates custom queries to tables and data elements which are not mapped in the segmentation tool, and wherein the custom queries execute from the segmentation tool and generate the customer segmentations defined by results of the custom queries by linking the results of the custom queries to selective mapped elements and tables included in the segmentation tool in order to generate the custom segmentations.
9. (Original) The custom query for segmentation system of claim 8 wherein the segmentation tool includes a query selection interface having at least two options, a first option for selecting queries associated with mapped tables, and a second option for selecting the custom query interface for generating the custom queries.
10. (Original) The custom query for segmentation system of claim 8 wherein the custom queries are written in SQL syntax.

11. (Original) The custom query for segmentation system of claim 8 wherein the custom query interface receives at least a portion of the custom queries through an interactive session with a user.
12. (Original) The custom query for segmentation system of claim 8 wherein the custom query interface receives at least a portion of the custom queries by importing files into the custom query interface.
13. (Original) The custom query for segmentation system of claim 8 wherein the custom query interface includes options to save and reuse the generated custom queries.
14. (Original) The custom query for segmentation system of claim 8 wherein the custom query interface includes an option that displays documentation and other metadata about the custom queries.
15. (Currently Amended) A custom query data structure for segmentation implemented in a computer-readable medium, comprising:
 - a key to a data element associated with a data store table, wherein the data element and the table are associated with a customer hierarchy;
 - user-supplied query logic directed to data sources not mapped in a segmentation tool; and
 - automatically generated query logic based on the key and the table and the user-supplied query logic;wherein the key, user-supplied query logic, and automatically generated query logic form a custom query, which when executed from the segmentation tool generates a customer segmentation for a marketing campaign by linking the user-supplied query logic and its results from the unmapped data sources to selective portions of the customer hierarchy via the key and the table associated with mapped sources within the segmentation tool to produce the customer segmentation.

16. (Original) The custom query data structure of claim 15 wherein the user-supplied query logic is supplied from within a custom query interface that is integrated into the segmentation tool.
17. (Original) The custom query data structure of claim 16 wherein the user-supplied query logic is imported into the custom query interface.
18. (Original) The custom query data structure of claim 16 wherein the user-supplied query logic is manually entered into the custom query interface.
19. (Original) The custom query data structure of claim 16 wherein the user-supplied query logic is pasted from a buffer into the custom query interface.
20. (Original) The custom query data structure of claim 16 wherein the syntax of the user-supplied query logic is validated by the custom query interface.
21. (Original) The custom query data structure of claim 15 wherein the automatically generated query logic is not modifiable.